



1. Title: **Marketing Management**

2. Summary of Goals—Learning Outcomes:

At the completion of courses for a Marketing Management major at Golden West College, the successful student should be able to:

- Explain how marketing management is a business discipline focused on the practical application of marketing techniques and the management of a firm's marketing resources and activities.
- Describe how marketing managers are often responsible for influencing the level, timing, and composition of customer demand in a manner that will achieve the company's objectives.
- Describe how marketing management encompasses a wide variety of functions and activities, although the marketing department itself may be responsible for only a subset of these.
- Analyze market research and analysis; marketing strategy; implementation planning, project, process and vendor management; and, organizational management and leadership as well as reporting, measurement, feedback and control systems.

3. Course Listing (23.5 total units):

Business G100	Introduction to Business	3 units
Bus G139	Business Communication	3 units
Management G115	Behavioral Management	3 units
Marketing G100	Principles of Marketing	3 units
Marketing G185	International Marketing	3 units
Management G174	U.S. Physical Distribution & Logistics	3 units
Management G140	Organizational Values/Ethics	2 units
Business/CS G170	Intro Business Software Solutions	3 units
Marketing G186	International Mrkt/Internet	0.5 units
Required Subtotal:		23.5 units
Completion of GE Requirements:		21-41 units
Additional Electives (as needed to reach 60):		
Degree Total:		<u>60 units</u>